

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ FEDERAL CANDIDATE☒ STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

WBRC

Date:

10/17/12

I, STRATEGIC MEDIA PLACEMENT,being/on behalf of: ROY MOORE - Paid for by: Judge Roy Moore for Chief Justice, a legallyqualified candidate of the REPUBLICAN politicalparty for the office of: ALABAMA SUPREME COURT CHIEF JUSTICEin the GENERALelection to be held on: NOVEMBER 6, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See Attached Schedule					

Total Charges:

\$18,735

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Judge Roy Moore for Chief Justice - PO Box 4186, Montgomery, AL. 36103

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

RICH DOBSON

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

10/18/12

Date



Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected



Signature

DAVE DURAN

Printed Name

GSM

Title



Rep: TELEREP, INC.
Run On: Oct19/12 at 11:58

REP BUYLINES

Page: 1
Requested by: TLR

Order#:
Station: WBRC-TV BIRMINGHAM, AL
Agency: STRATEGIC MEDIA PLACEMENT
Advertiser: POLJR MOORE/R/JUGAL
Buyer: WHITNEY EVERSOLE

Headline# 6383901 (Rev 0)
Dates: Oct18/12 - Nov06/12
Prod1: MOORE 4 SUPR COURT
Prod2:
Tot #:

Traffic# 838011
Salesperson: KRISTEN WASKIE
Est# 2935
Demo: RA35+

Mod Code	Buy Line	Day/Time	Length	Rate	Starting Date	Ending Date	# of Wks	Spt/Week	Total Spots	Total Dollars	Program Name	Rep: Last RA35+ Activity	Last Mod/Rev
	1	Th-F/6-7A	30S	\$340	Oct18/12	Oct19/12	1	2	2	\$680	GD AL	0.0	Oct18/12 Rev #0: A
	2	M-F/6-7A	30S	\$340	Oct22/12	Oct26/12	1	5	5	\$1,700	GD AL	0.0	Oct18/12 Rev #0: A
	3	M-F/6-7A	30S	\$340	Oct29/12	Oct31/12	1	3	3	\$1,020	GD AL	0.0	Oct18/12 Rev #0: A
	4	Th-F/6-630P	30S	\$500	Oct18/12	Oct19/12	1	2	2	\$1,000	EN	0.0	Oct18/12 Rev #0: A
	5	M-F/6-630P	30S	\$500	Oct22/12	Oct26/12	1	5	5	\$2,500	EN	0.0	Oct18/12 Rev #0: A
	6	M-W/6-630P	30S	\$500	Oct29/12	Oct31/12	1	3	3	\$1,500	EN	0.0	Oct18/12 Rev #0: A
	7	Th-F/9-930P	30S	\$575	Oct18/12	Oct19/12	1	2	2	\$1,150	LN	0.0	Oct18/12 Rev #0: A
	8	M-F/9-930P	30S	\$575	Oct22/12	Oct26/12	1	5	5	\$2,875	LN	0.0	Oct18/12 Rev #0: A
	9	M-W/9-930P	30S	\$575	Oct29/12	Oct31/12	1	3	3	\$1,725	LN	0.0	Oct18/12 Rev #0: A
	10	Th-F/6-7A	30S	\$340	Nov01/12	Nov02/12	1	2	2	\$680	GD AL	0.0	Oct18/12 Rev #0: A
	11	M-Tu/6-7A	30S	\$340	Nov05/12	Nov06/12	1	2	2	\$680	GD AL	0.0	Oct18/12 Rev #0: A
	12	Th-F/6-630P	30S	\$500	Nov01/12	Nov02/12	1	2	2	\$1,000	EN	0.0	Oct18/12 Rev #0: A
	13	Mon/6-630P	30S	\$500	Nov05/12	Nov05/12	1	1	1	\$500	EN	0.0	Oct18/12 Rev #0: A
	14	Th-F/9-930P	30S	\$575	Nov01/12	Nov02/12	1	2	2	\$1,150	LN	0.0	Oct18/12 Rev #0: A
	15	Mon/9-930P	30S	\$575	Nov05/12	Nov05/12	1	1	1	\$575	LN	0.0	Oct18/12 Rev #0: A
Total 40 Spots for:										\$18,735		0.0	

Monthly Estimate Dollars:

\$9,905	Oct/12
\$8,830	Nov/12



WBRC-TV

ORDER

Print Date 10/19/12

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Flight Dates 10/18/12-11/06/12Order Sep 00:15:00ProductEstimate # 2935Contract / Revision 838011 / **MOORE 4 SUPR COURT**Alt Order # 06383901Original Date / Revision
10/18/12 10/18/12Agency Com 15%Billing Type CashBilling ContactOrder Type GeneralAdvertiser **Moore, Roy/Chief Justice**Billing Cycle EOM/EOC**7669 Stagers Loop
Delaware, OH 43015**Billing Calendar BROADCASTDemographic A35+Agency **Strategic Media Placement.**Rev Codes Agency Political Pol-CandidBuying ContactProduct Codes PL150**7669 Stagers Loop
Delaware, OH 43015**Sales Office T-PHIPriority P 3Sales Region NationalAgency RefAdvertiser RefPrimary Account Executive
Kristin Waskie

Account Executive	Order%	Start Date	End Date
Kristin Waskie	100%		

Order Share 34% Market Value 55102

Competing Station	% of Order	Amount
WABM	%	0
WBIQ	%	0
WBMA	32%	17632
WBRCb	%	0
WCFT	%	0
WCIQ	%	0
WDBB	%	0
WIAT	20%	11020
WJRD	%	0
WJSU	%	0
WPXH	%	0
WTJP	%	0
WTOO	%	0
WWTM	14%	7714

Order Totals**Billing Plan**

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	21	\$8,419.25	\$9,905.00	0.00	10/01/12	10/28/12	21	\$8,419.25	\$9,905.00
November 2012	19	\$7,505.50	\$8,830.00	0.00	10/29/12	11/06/12	19	\$7,505.50	\$8,830.00
Totals	40	\$15,924.75	\$18,735.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	WBRC	10/18/12	10/19/12	Good Day Alabama 6-7am GDA 6-7am	Comm	6-7am	----F--	:30	2	\$340.00	P 3	0.00	NM	2	\$680.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----F--		2				\$340.00		0.00			
E 2	WBRC	10/22/12	10/26/12	Good Day Alabama 6-7am GDA 6-7am	Comm	6-7am	MTWTF--	:30	5	\$340.00	P 3	0.00	NM	5	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			



WBRC-TV

Print Date: 10/19/12

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Contract / Revision 838011 Flight Dates 10/18/12-11/06/12

Hiatus Dates

Original Date / Revision 10/18/12/ 10/18/12

Order Sep 00:15:00

Advertiser Moore, Roy/Chief Justice Product MOORE 4 SUPR COURT

Estimate # 2935

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 2	WBRC	10/22/12	10/26/12	Good Day Alabama 6-7am GDA 6-7am	Comm	6-7am	MTWTF--	:30	5	\$340.00	P 3	0.00 NM	5	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	MTWTF--					5	\$340.00		0.00		
E 3	WBRC	10/29/12	10/31/12	Good Day Alabama 6-7am GDA 6-7am	Comm	6-7am	MTW----	:30	3	\$340.00	P 3	0.00 NM	3	\$1,020.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	MTW----					3	\$340.00		0.00		
E 4	WBRC	10/18/12	10/19/12	6pm News 6pm News	Comm	6-630pm	----F--	:30	2	\$500.00	P 3	0.00 NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	----F--					2	\$500.00		0.00		
E 5	WBRC	10/22/12	10/26/12	6pm News 6pm News	Comm	6-630pm	MTWTF--	:30	5	\$500.00	P 3	0.00 NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	MTWTF--					5	\$500.00		0.00		
E 6	WBRC	10/29/12	10/31/12	6pm News 6pm News	Comm	6-630pm	MTW----	:30	3	\$500.00	P 3	0.00 NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	MTW----					3	\$500.00		0.00		
E 7	WBRC	10/18/12	10/19/12	MF 9pm News M-F 9pm News	Comm	9-930pm	----F--	:30	2	\$575.00	P 3	0.00 NM	2	\$1,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	----F--					2	\$575.00		0.00		
E 8	WBRC	10/22/12	10/26/12	MF 9pm News M-F 9pm News	Comm	9-930pm	MTWTF--	:30	5	\$575.00	P 3	0.00 NM	5	\$2,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	MTWTF--					5	\$575.00		0.00		
E 9	WBRC	10/29/12	10/31/12	MF 9pm News M-F 9pm News	Comm	9-930pm	MTW----	:30	3	\$575.00	P 3	0.00 NM	3	\$1,725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	MTW----					3	\$575.00		0.00		
E 10	WBRC	11/01/12	11/02/12	Good Day Alabama 6-7am GDA 6-7am	Comm	6-7am	---TF--	:30	2	\$340.00	P 3	0.00 NM	2	\$680.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	---TF--					2	\$340.00		0.00		
E 11	WBRC	11/05/12	11/06/12	Good Day Alabama 6-7am GDA 6-7am	Comm	6-7am	MT-----	:30	2	\$340.00	P 3	0.00 NM	2	\$680.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/05/12	11/11/12	MT-----					2	\$340.00		0.00		
E 12	WBRC	11/01/12	11/02/12	6pm News 6pm News	Comm	6-630pm	---TF--	:30	2	\$500.00	P 3	0.00 NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	---TF--					2	\$500.00		0.00		
E 13	WBRC	11/05/12	11/05/12	6pm News 6pm News	Comm	6-630pm	1-----	:30	1	\$500.00	P 3	0.00 NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/05/12	11/11/12	1-----					1	\$500.00		0.00		
E 14	WBRC	11/01/12	11/02/12	MF 9pm News M-F 9pm News	Comm	9-930pm	---TF--	:30	2	\$575.00	P 3	0.00 NM	2	\$1,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/01/12	11/02/12	---TF--					2	\$575.00		0.00		

Totals	40	\$18,735.00
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